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ABSTRACT

Designed for educators interested in resources on theory and practice in public speaking, this annotated bibliography presents only comprehensive treatments of the art and its background. The majority of the 40 items in the annotated bibliography are textbooks that have gone through more than one edition, attesting to their value as teaching aids in the classroom. Materials in the annotated bibliography were published between 1917 and 1986, with most published between 1970 and 1986. (RS)

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RESOURCES FOR PUBLIC SPEAKING

A Selected, Annotated Bibliography

by

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September 1986

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This list is designed for those interested in resources on theory and practice in public speaking. Only comprehensive treatments of the art and its background are concluded. The majority of items are textbooks that have gone through more than one edition, attesting to their valuableness as teaching aids in the classroom.

Speech books slanted to the argumentative or persuasive treatments of public speaking, which are certainly germane, have been omitted because such areas of study deserve their own bibliographies. The countless articles which appear in such sources as The Quarterly Journal of Speech, Communication Education, and the regional journals also do not appear in this list since they deal with only certain aspects of public speaking. Collections of the texts of speeches also do not appear, since other bibliographies of such antnologies are readily available.

Andrews, James R. Essentials of Public Communication. New York: John Wiley & Sons, Inc., 1979.
Communication is viewed as a process that begins with the listener and moves to speaker-listener interaction. The usual topics are covered. The sample outlines included should prove helpful.

Aristotle. The Rhetoric of Aristotle. Translated and edited by Lane Cooper. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1960. (Paper)
Most contemporary textbooks on the subject have been markedly influenced by this "bible" of public speaking. Its three divisions have been labeled the books of the speaker, the audience and the speech. It is the oldest (333 B.C.) comprehensive source on the subject.

Ayers, Joe and Janice M. Miller. Effective Public Speaking. (2nd ed.) Dubuque, Ia.: William C. Brown Publishers, 1986. (Paper)
Elements common to all speeches are covered with attention to informing, persuading, and entertaining. A chapter on group discussion is included.

Byrns, James. Speak for Yourself. (2nd ed.) New York: Random House, 1985.
The author's purpose is to show that principles of effective speaking are not lifeless abstractions but extensions of people's daily behavior. The study of speech is regarded as a means of expanding skills rather than of correcting deficiencies.

Cicero. De Oratore. Translated by E.W. Sutton and H. Rackham. 2 vols. Cambridge, Mass.: Harvard University Press, 1942.
Written from the standpoint of a practicing orator, this classic Roman work provides an extensive refinement of Greek principles. Its influence on subsequent works has been notable.

Cronkhite, Gary. Public Speaking and Critical Listening. Menlo Park, Calif.: The Benjamin Cummings Publishing Co., Inc., 1978.
As the title implies, this book highlights critical listening, but, in fact, the space devoted to listening per se is less than in many textbooks. Illustrative speeches are included at the end of most chapters.

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Dance, Frank E.X. and Carol C. Zak Dance. Public Speaking. New York: Harper & Row, Publishers, 1986. (Paper
The authors of this beginning textbook tell us that they have included fresh theory in this new work, such as material on inner speech and decentering; new ideas for practical use of theory, such as a solid rationale for rehearsal out loud; and new approaches to traditional theory, such as the interrelationship between ethos and ethics. Preparation is viewed as remote and immediate. The material is organized along the time line most people follow in preparing and presenting a speech.

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DeVito, Joseph A. The Elements of Public Speaking. (2nd ed.) New York: Harper & Row, Publishers, 1984. (Paper)

The usual subject areas are covered in this book. The point of view is "transactional." The writer attests that each aspect of the public speaking situation is in a constant state of interaction with all other aspects. "Experiential Vehicles" conclude each of the six major divisions. Upon inspection, these vehicles prove to be exercises and projects, oral and written.

Ehninger, Douglas, Bruce E. Gronbeck, Ray E. McKerrow and Alan H. Monroe. Principles and Types of Speech. (10th ed.) Glenview, Il.: Scott, Foresman and Co., 1986.

This contemporary clasic, now in its tenth edition, has enjoyed over half a century of continuous use by students. The text centers around a system—Monroe's Motivated Sequence. Attention, Need, Satisfaction, Visualization, and Action are steps to be followed in devising speeches of information, persuasion, actuation, reinforcement, and entertainment. A newly created "Speaker's Resource Book" Section at the end of the text contains a miscellany of usable topics and materials.

Eisenberg, Abne M. and Teri Kwal Gamble. Painless Public Speaking: A Work Text Approach. New York: Macmillan Publishing Co., 1982.

The three main divisions of this book are labeled: Taking the Pain Out of Public Speaking; Taking the Pain Out of Preparation; Taking the Pain Out of Presentation. The student learns through speech experiences and those in the text, we are told, may be viewed as a specific example of a more general pedagogical strategy called simulation gaming. Students are involved in experiences that minimize risk and allow for learning principles which may be applied in the real world.

Fischer, Raymond L. Speaking to Communicate: An Introduction to Speech. Prospect Heights, Ill.: Waveland Press, 1981. (Paper)

In addition to discussing preparation and delivery, this very brief textbook considers speeches to inform and persuade. Chapters in this reprinted edition are also devoted to listening and group discussion.

Fletcher, Leon. How to Design and Deliver a Speech. (3rd ed.) New York: Harper & Row, Publishers, 1985.

The topics treated are standard. The author claims the book is distinctive because it utilizes measurable objectives, provides for independent study, and makes individual interaction possible.

Garner, Dwight L. Idea to Delivery. (3rd ed.) Belmont, Calif.: Wadsworth Publishing Co., 1979. (Paper)

This very short book treats primarily of informative and persuasive speaking. There is a chapter on group discussion. Six illustrative speeches are appended.

Gronbeck, Bruce E. The Articulate Person: A Guide to Everyday Public Speaking. (2nd ed.) Glenview, Ill.: Scott, Foresman and Co., 1983. (Paper)

The writer tells us that this second edition, as the first, utilizes an occasion-centered approach. The occasion and audience are considered as they relate to defining, demonstrating, reporting, explaining, changing attitudes, moving to action, arguing and refuting. The appendix treats of participation in group discussion and leading meetings. A new chapter on celebratory speaking has been added.

Hasling, John. The Message, The Speaker, The Audience. (3rd ed.) New York: McGraw-Hill Book Company, 1982.

This 143 page manual focuses upon learning to communicate as much as you can in the least amount of time. Informative and persuasive speaking are highlighted. A new concept in the third edition is cognitive restructuring, a methodology to help students handle speech anxiety.

Heun, Richard and Linda Heun. Public Speaking: A New Speech Book. St. Paul, Minn.: West Publishing Co., 1979. (Paper)

Public speaking skills arranged in the best order for development determine the structure for this beginning textbook.

Isaacson, Norman. Hablando En Publico. Baton Rouge, La.: Oracle Press, Ltd., 1983. (Paper)

This brief treatment of public communication is printed in parallel columns in English and Spanish. It is intended for use in classrooms where instruction is in English but where the first language of many of the students is Spanish. The following topics are treated: speech production, articulation, sounds in each language, words, message, speaker, audience, and speeches of information and persuasion. This textbook is the only one of its kind in print.

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Koehler, Jerry W., Karl W.E. Anatol and Ronald L. Applebaum. Public Communication: Behavioral Perspectives. New York: Macmillan Publishing Co., Inc., 1978. (Paper)
Public communication is here defined as "the product of behavioral inputs, actions and outputs that are measured by audience behavior in relationship to communication objectives." Forms other than public speaking are seen as public. The authors draw heavily upon the social sciences.

Lucas, Stephen E. The Art of Public Speaking. (2nd ed.) New York: Random House, 1986. (Paper)
Lucas's book is traditional in its coverage. Classical and contemporary theories of rhetoric are presented with a steady eye on the practical skills. Examples (narratives, extracts from speeches, speeches and outlines) abound. The final section treats of informative, persuasive and occasional speaking and includes a chapter on speaking in small groups. There is a welcome section on computer research in Chapter 5. The appendix invites analysis of seven speeches, four of which are by students.

Makay, John J. Speaking with an Audience: Communicating Ideas and Attitudes. (3rd ed.) Dubuque,Ia.: Kendall/Hunt Publishing Co., 1984. (Paper)
The stock topics are covered. The author refers to the aims of a speaker as adoption, continuance, discontinuance, deterrence, exposition, and pleasure.

McCroskey, James C. An Introduction to Rhetorical Communication. (5th ed.) Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1986.
McCroskey begins with the nature of rhetorical communication then turns to a section on stage fright. He structures most of Part 3 on Message Preparation according to the classical canons. He concludes with a consideration of ethics.

Mudd, Charles S. and Malcolm Sillars. Speech: Content and Communication. (5th ed.) New York: Harper & Row Publishers, 1986. (Paper)
The writers emphasize classical argument and the audience's social values as a basis for good public communication.

Oliver, Robert T. and Eugene E. White. History of Public Speaking in America. (reprint ed.) Westport, Conn.: Greenwood Press, 1978.
The authors provide background material on American orators and their practices.

Osborn, Michael. Speaking in Public. Boston: Houghton-Mifflin Company, 1982. (Paper)
Osborn takes a strong humanistic approach. He links the four fundamental uses of communication, as identified by Charles Morris, (informative use, valuative use, incitive use and systemic use) to the speech assignments in his textbook: the self-introductory speech, the informative speech, the persuasive speech, group discussion and debate.

Patton, Bobby R., Kim Giffin and Wil A. Linkugel. Responsible Public Speaking. Glenview, Ill.: Scott, Foresman and Co., 1983. (Paper)
This introductory textbook, the authors say, grew out of a deep concern for responsibility in public communication. Its aim is to encourage responsibility on the part of the speaker toward the listener.

Payne, James and Diana Prentice. Getting Started in Public Speaking. Lincolnwood, Ill.: National Textbook Co., 1985.
The essentials are treated in this short basic book suitable for high school and other introductory level courses. A brief glossary is appended.

Quintilian. The Institutio Oratoria of Quintilian. Translated by H.E. Butler. 4 vols. Cambridge, Mass.: Harvard University Press, 1953.
In twelve books, a famous Roman teacher describes the education of the ideal orator from cradle to maturity. Quintilian stresses ethos—the good man speaking well. By good he means a man of competence, integrity and praiseworthy motives.

Reid, Loren. Speaking Well. (4th ed.) New York: McGraw-Hill Book Company, 1982. (Paper)
Professor Reid's focus is mainly upon speaking to inform and persuade. He also writes of interpersonal, small group communication and interviewing.

Rein, Irving J. The Public Speaking Book. Glenview, Ill. Scott, Foresman and Company, 1981. (Paper)
This volume is another attempt to meet the challenge of making good speeches in the eighties. An earlier version bore the title The Relevant Rhetoric. Sample speeches are included.

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Rodman, George. Public Speaking: An Introduction to Message Preparation. (3rd ed.) New York: Holt, Rinehart and Winston, 1986. (Paper)
This is another treatment of the standard topics. A chapter on humorous and special occasion speaking stands beside those on informative and persuasive discourse. A seven page chapter is devoted to speaking in groups. Chapter 13 takes up special problems and speaking through mass media.

Samovar, Larry A. and Jack Mills. Oral Communication. (6th ed.) Dubuque, Ia.: Wm. C. Brown Publishers, 1986. (Paper)
The usual material on speech preparation for informative and persuasive speaking is included. Chapter 13 presents material on impromptu, manuscript and entertaining speeches, making introductions and answering questions. Chapter 14 concerns television speaking. The final chapter is on discussion.

Taylor, Anita. Speaking in Public. (2nd ed.) Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1984. (Paper)
This textbook aims to reflect the perspective of a new science, communicology wherein recent learning in psychology, sociology, linguistics, information processing, management and rhetoric are synthesized. At the same time a practical approach is also an aim of the book.

Verderber, Rudolph F. The Challenge of Effective Speaking. (6th ed.) Belmont, Calif.: Wadsworth Publishing Company, 1985. (Paper)
The standard topics are treated with sections on informative and persuasive speaking. There are chapters on Speeches of Definition and Speeches of Refutation not found in other basic textbooks.

Walter, Otis M. and Robert L. Scott. Thinking and Speaking: A Guide to Intelligent Oral Communication. (5th ed.) New York: Macmillan Publishing Co., 1984.
As the title suggests, emphasis is upon the role reasoning plays in locating subjects, organizing materials and inventing support. Thinking and speaking about problems, causes, solutions, meaning and values are topics which merit attention.

White, Eugene E. Practical Public Speaking. (4th ed.) New York: Macmillan Publishing Company, 1982.
Traditional subject areas are presented as the author guides the reader through the process of preparing and delivering a speech. Special types of speeches are also treated.

Wilson, John F. and Carroll C. Arnold. Public Speaking as a Liberal Art. (5th ed.) Boston: Allyn & Bacon, 1983.
The ancient canons of invention, disposition, style and delivery determine the organization of this textbook. Attention is also given to the ancient canon of memoria. Contemporary findings are blended with traditional theory. There is a chapter on criticizing the speech. The liberal arts approach, interpreted as a freeing of the self is a distinguishing feature.

Winans, James A. Public Speaking. New York: Century Compnay, 1917.
Attention as it affects persuasive speechmaking receives prime consideration in this landmark work. Ideas on delivery found here have also been of great influence on subsequent writers.

Zannes, Estelle and Gerald M. Goldhaber. Stand Up, Speak Out: An Introduction to Public Speaking. (2nd ed.) New York: Random House, 1983. (Paper)
The approach taken in this volume is situational and integrative, we are told, because people speak for many purposes which interrelate and overlap. This book is labeled "practical" as it melds time-tested principles with real life examples. The speeches used for illustration are from a wide variety of sources. None of them are from the classroom and none are "great models" culled from history. There is a chapter on speaking in groups and in this second edition a section on parliamentary procedure has been inserted there. In Chapter 7, a passage on "The Human Touch" approaches the problem of putting warmth into speech in a unique manner. In the chapter on delivery more attention is paid to clothing and colors than in most beginning textbooks. Chapter 11 deals with problems which most speakers face at one time or another in their careers. An epilogue is devoted to analyzing speeches.

Zimmerman, Gordon I. Public Speaking Today. St. Paul, Minn.: West Publishing Co., 1979. (Paper)
This pragmatic guide is especially designed for beginners. Nonverbal and dyadic communication are accorded special attention. A chapter is concerned with the use of audiovisual aids.

Zolten, J. Jerome and Gerald M. Phillips. Speaking to an Audience. Indianapolis, Ind.: ITT Bobbs-Merrill Educational Publishing Co., Inc., 1985.
Here is a treatise which describes "step-by-step" how to plan and present a speech. The writers call their method structuring and say "students will learn how to develop a blueprint for a speech in which key ideas are enclosed in boxes and related details written within."